

**EXPEDITED PROCEDURE EXAMINING GROUP: 3688**

Docket: 14491.01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Inventor:	Stephen Mase	
Appln. No.:	10/644,651	Confirmation No.: 5444
Filing Date:	August 20, 2003	Examiner: Michael H. Goldman
Title:	Marketing System Based on Customer Preferences	Group Art Unit: 3688

**AMENDMENT AFTER FINAL  
(UNDER 37 CFR 1.116)**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the Final Office Action of April 28, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.

To: Bridget 7/21/09

for signature

-Brett C.  
Needs RCE